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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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**In re application of:**

SWIX, Scott R.

Group Art Unit: 3622

Application No. 10/020,779

Examiner: VAN BRAMER, John W.

Filed: December 14, 2001

TITLE: "Advertising and Content Management Systems and Methods"

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**37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION**

I hereby certify that this correspondence is being facsimile transmitted to the centralized facsimile telephone number (571) 273-8300.

Scott P. Zimmerman

Name of Person Transmitting This Paper

April 30, 2007

Date of Transmission

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**AMENDMENT IN RESPONSE TO  
APRIL 4, 2007 OFFICE ACTION**

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Commissioner:

The Assignee respectfully requests entry of the following amendment and remarks in response to the Office Action mailed April 4, 2007. The Assignee respectfully submits that the pending claims distinguish over the cited document to *Marsh*.